

## Vermont Library Association Board Meeting

March 13, 2013

VTLib Midstate - Berlin

10am-noon

**Present:** Helen Linda, Heidi Steiner, Lucinda Walker, Christine Friese, Andy Burkhardt, Kip Roberson, Grace Greene, Cindy Weber, Laurel Stanley

**Present via GoToMeeting:** Ray Brior, Deb Gadwah-Lambert, Charlotte Gerstein, Wynne Browne, Amber Billey

**Meeting Minutes By:** Heidi Steiner

**Meeting Called to Order at 10:06am**

### Approval of Meeting Minutes

Andy motioned to approve the January minutes and Kip seconded. ***Board unanimously approved minutes.***

### Agenda Review

No additional items.

### DOL/VTLib Report (Christine)

VTLib is kicking off the Vermont Digital Economy Project that came off of the e-Vermont Broadband project. There is a tight application period that ends this Friday (March 15<sup>th</sup>). Communities chosen will receive aid from partners to help their town become more resilient in terms of preparing for and reacting to another disaster: topics will include digital literacy and emergency preparedness. Any towns in the state with qualify, those affected by Irene or the May 2011 floods will be given priority.

Grace noted they just announced a new DCF list on Friday. A few weeks ago they also put in a major grant to IMLS for an extension the early literacy initiatives, this time for science. VTLib also put up their annual statistics for anyone who needs public libraries data/information for the state. The Excel spreadsheet will go up today. Lucinda asked about corrections and Christine said they should be send to Rob Geiszler.

### Budget Report (Wynne)

Wynne shared the year to date budget with the Board prior to the meeting. Debbi asked if there are any questions or issues with Wynne's report.

- Charlotte might need more money than is budgeted for ALA and asked how soon she needs to ask for that. ***Laurel moved we allocate another \$600 for ALA Councilor expenses. Grace seconded. Unanimously approved.***
- Laurel asked about expenses for the 2013 Trustee Meeting in the fall and how it would work. Wynne said as long as the money is allocated not to worry about it.

### **Conference Update**

Kip reported the website is live and the PayPal option may not currently be working. Wynne noted Joe is reactivating the PayPal account and they have to do some sort of activation to link it with our checking account. It should be ready by the end of the week.

Jane told Wynne that the VLC had been paying Sam \$300 to do the website. Whoever is on the Conference Committee needs to send a notification to Wynne so she can get paid. Kip will send an email today. There was nothing else to note.

### **Nominations Committee (Heidi)**

Heidi ran down the current state of slate and all agreed things are good shape considering the conference is still more than two months out. Wynne noted that Secretary and Treasurer are supposed to be on alternate years. It is Heidi's second year now and Wynne agreed to stay on last year, so she will finish her term. All agreed finding an Assistant Treasurer who could work with Wynne for six months or so beginning in December of this and then take over after the 2014 Conference would be ideal.

There are some additional openings not originally anticipated with both Kip and Tracey taking jobs out of state. Kip and Grace are helping out with finding possible replacements. Conference Committee Chair is the most pressing issue, as a number of people on the committee have/are leaving.

Debbi offered to write up a call for volunteers to share with the listserv. Heidi said we should wait to see how current contacts pan out and then see where we are at.

### **TV Ads**

Amber sent out a quote on the listserv a few weeks earlier regarding running commercials again during National Library Week. We allocated money to marketing in this year's budget but did not say what for. The group eventually recalled that much of that was for redesigning the logo. Helen recalled that we gave the commercials to DOL, but Christine noted Marty's impression is they are co-owned. All agreed the slots and number of commercials that will be aired is a better deal than we got last year. ***Helen motioned in favor of running the commercials during National Library Week. Laurel seconded. Unanimously approved.***

Amber asked who he should be put in touch with for payment. Wynne is it.

### **Marketing (aka random tangents during the TV Ads discussion)**

New logo...Kip and Amber got in touch with a Matt Hayward from Image Farm about redoing it. Amber will check in with him on the status. Their agreement with the designer is a \$1000 and he will be giving us three options. There is a period for revisions and once we get a final, there will be a series of files for us to use (b&w, color, headers and a style guide). All agreed this will be great to have.

- Kip noted the original thought was to have merchandise printed for sale at Conference.

Related to marketing, Charlotte asked if we should allocate more money for membership marketing?

- At the previous Board meeting combining Membership and Editorial Committees was discussed with new people coming on as VLA News Editors. **Heidi moved to merge the Membership and Editorial Committees, and rename it the Membership and Outreach Committee. Helen seconded. Unanimous approval.** The Committee will oversee the News, social media accounts, listserv and membership. Next VLA News is May 1st ish.
- Since Helen will be taking over Membership, waiting to see on any changes to procedure before knowing what kind of funds might be needed.
- Cindy said she is not buying new software for membership management since Helen will be taking over.

Helen noted there is going to have be some money related to what we do with online payments.

### **Cataloging Roundtable (Amber)**

Amber/Helen sent out petition with the signatures to make the Cataloging Roundtable an official Section of VLA. Already have Christine Webb has agreed to be Section President. **Helen moved have the VT Cataloging Roundtable become an official section of VLA, as the Technical Services Section. Cindy seconded. Unanimously approved.**

### **Section Reports**

Cindy (Membership) reported 244 members renewed at this point (we are 22 short of where we were last year). Still have a 124 expired from 2012.

Lucinda (Public) has been working with Lydia on putting together a day long workshop on March 29th at Midstate about Library Advocacy. It is free for VLA Members and \$15 for non-members. There will be two panel discussions and an open session.

- Laurel asked about providing more information about incorporated vs. municipal libraries. Christine noted there will be a workshop at TOEC about library types. Lucinda said it should maybe be offered as a separate program for libraries that could be free because of the high expense to attend TOEC. Christine stated they are seriously considering making this the last one because of the cost and are considering having Spring and Fall conferences for VLTA.

Grace (Awards) noted that Friday is the deadline for nominations for all of the awards. She also reminded that she is always looking for names of retirees. Anyone who retired since last conference would count.

Kip (NELA representative) had one brief NELA thing. They are looking for nominees for the Emerson Greenway Award and he was wondering if he should pursue nominating Jessamyn as suggested by a couple of board members. Head's nodded up and down. Also the VLA/NHLA Library Leadership Workshop was cancelled due to a scheduling conflict with Maureen Sullivan.

- Christine noted that she, Amy Howlett, and Mara Siegel are working on a leadership institute for Vermont. Hopefully in the Fall.
- Debbi noted that NELLS will be this summer.
- Claps for Kip. We will miss him!!

Helen (Editorial) got two people to co-edit the VLA News starting after the conference, which will give her the opportunity to put more into her other responsibilities. Still working on making progress with the website.

Andy (Academic) mentioned that right after the last meeting there was another Library Learning Lunch at UVM. Around 20 people showed up. There were a number of newbies and it was a good opportunity for people getting to know each other. Report went out in the VLA News about that too.

Charlotte (ALA Council Rep) said Midwinter was a great learning experience.

- It was very intense and made her curious how many Vermont libraries are actually members of ALA.
- She participated in Rethinking ALA Discussions, which was really interesting and something that we should think about as VLA. Charlotte asked about the status of the Strategic Plan. Debbi and Amber still need to brainstorm about it.
- Huge conversation at ALA was about raising dues—it will be an item on the election ballot. She sent out a link to the Election Guide on VTLibraries list today. Multiple people noted this does not give a voice to those who are already not members because of the expense. Helen suggested doing a survey of those in VLA who are not ALA members. Cindy can get that off the membership form and will send those names to Charlotte.
- Building community was a big theme at conference. Other big thing was with MakerSpaces. And of course ebooks and Digital Public Library of America.
- Helen will ask her to write something for the VLA News. She will also need to do a report at the VLC.

Ray (Intellectual Freedom) has been keeping an eye on things coming through ALA IF and unfortunately keeps having scheduling conflicts with the meetings. They are encouraging every state to create an IF Manual and he is starting to get together information that he can eventually bring before the Board. Ray is still waiting to get information from Gail about the history of the committee, as well as her papers. Grace noted an IF Manual exists, but would be very dated. Ray can work on updating it and has also agreed to stay on for next year as Chair.

### **Other Business**

Debbi asked if we have any additional information on the Athenaeum. Laurel is active on the neighbors group and is a representative to meet with an Executive Group of the Board, which is proposed for the 19th. She observed they have softened their stance and were completely blown away by support for librarians. She has visited and talked with Shara, as well. They have anecdotal evidence from patrons of

what has changed. Laurel also met with lawyer Bob Ginsberg and there is no legal way to make the board put out financials or discuss how they made decisions and they do not have to have open board meetings because they are incorporated. Debbi asked about what happened at Town Meeting Day as they were was an appropriations request. Laurel noted it is the only time since December that Bill Marshall and Matt Powers have publicly answered any questions. Again, she sees softening and are maybe beginning to realize that they are going to start being more open to maintain their donor base. All the positions have been filled. Laurel's focus is on the library services.

- Helen asked if there is any consequence for not meeting state standards for services. Christine said not really, since they are not allocated any sort of direct state aid (just grants and resources that provided to everyone (VOL)). There is discussion of updating the standards. Do you penalize the patrons? When it happens this will be a big discussion.

**Meeting adjourned at 11:34am.**

**Next Meeting on Wednesday, May 8<sup>th</sup> – Goddard College @ 10am. Be prepared for mud.**